

Areas of Study of Gender Relations in the Digital Economy

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Abstract: This article examines the relationship of family business with gender institutions, the relationship of youth entrepreneurship and business motivation with parental institutions, issues of gender equality, gender equality - the role of women in social and political life, the main features of gender management, the main features of gender management, the interests of children in the family of entrepreneurs, socio-psychological features of business skills the results of targeted studies were analyzed.

Keywords: business ability, motive, gender relations, division of roles in business, motivation to succeed, attitudes, family business, gender equality, business ability, motive, gender relations, division of roles in business, motivation to succeed, institutions, gender management, interpersonal relationships in the family.

The processes of liberalization and modernization of the real sector of the economy, technical and technological re-equipment have served to improve business activity, which in turn has led to a radical change in the attitude of citizens to private property and labor. In recent years, a number of measures have been taken to develop family businesses, provide employment, and provide large-scale financial support for youth and women's initiatives. It is known that in modern economic conditions, individual labor activity is one of the most effective ways to solve the problem of employment. Some changes in the character of young people who have taken an independent path to the labor front have led to the emergence of new principles of professional activity, reflecting an unconventional strategy of behavior. Effective use of labor potential plays an important role in the high level of development of any country. Therefore, to ensure further development, the amount of investment in human capital in society requires a constant increase. Today, under the leadership of President Sh. Mirziyoyev, the tasks of creating permanent jobs for women, as well as taking urgent measures to develop family business, home-based work, handicrafts, and horticulture have been identified and are being implemented. Therefore, it is not only a means of improving family conditions, but also manifests itself as a mechanism for economic development. Since the

socialization of adolescents in the "family business" takes place within the framework of parental influence, the scale of consumer relations in them may be small. Also, in the process of socialization, the understanding of such concepts as diligence, responsibility, motive for success is the basis for the formation of positive personal qualities in adolescents. The participation of young people in "family business" does not prevent them from getting an education, but gives them the opportunity to earn money. "Family business" can create a social environment that encourages the formation of civilized entrepreneurship at different levels. In particular, the effective distribution of employment among family members necessitates a positive assessment of the abilities, knowledge, thinking, level of education and capabilities of each of them. Therefore, one of the family members must have the ability and organizational skills for entrepreneurial activity. In Uzbekistan, a lot of attention is paid to women's issues. Their rights, freedoms and legitimate interests are enshrined in our Constitution and laws. Today, we all see and feel in practice that the women of Uzbekistan are gaining their place in all spheres. Last year, for the first time in the history of our country, the number of women in the national parliament rose to today's level. Of the 150 deputies elected to the Legislative Chamber of the Oliy Majlis, 48 or 32 percent were women. In the Senate, the figure was about 25 percent. Therefore, when we say gender equality, we should not create misconceptions in the minds of our people, because gender equality is a very beautiful concept. This also means that men and women should be given equal opportunities in everything. That is, the creation of equal opportunities for men and women in education, career choice, promotion - gender equality. Our observations show that the formation of a "family business" will solve the problem of employment of more women. The existing common values that define the family responsibilities of women, in modern conditions, not only serve their recognition among the whole community, but also lead to an increase in the scale of patriarchal influence. It is well known that most women have only traditional notions about their professional lives and their place in society. A woman with a child is always faced with the problem of choosing one of the opportunities for the well-being of her family or for a career. The main difference between "family business" and other types of entrepreneurship is that family and work are inextricably linked. At the same time, there is an opportunity for a convenient work schedule and division of labor for all family members gathered in the process of carrying out activities. Family conditions, under the direct influence of parents, made it possible to more effectively organize the economic socialization of young people, to properly educate them in economic thinking, to form in them an active attitude to socio-economic life, to identify and implement research problems. Success in business depends on the formation of a set of personal qualities such as perseverance in the pursuit of goals, willingness to take risks, self-confidence, flexibility, a sense of personal responsibility, initiative, ability to quickly collect and use various information. A number of practical measures have been taken in our country to ensure gender equality and improve the living conditions of women, comprehensive support and development of the family, the implementation of international norms on the elimination of all forms of discrimination against women in national legislation, as well as women's legal culture. If we look at how attention is paid to gender issues in the international arena, it is clear that there are still a number of problems in ensuring gender equality in the world. For example, according to the International Labor Organization, for every 10 working men, there are 6 working women.

At the 74th session of the UN General Assembly, which began its work on September 24, 2019, the women's wing of the organization also highlighted the issues of gender equality, ensuring equal rights and freedoms for women in achieving sustainable development. It was also criticized that only 17 of the 192 speakers at the General Assembly session were women.

To do this, in the context of a "family business", it is not necessary to have a separate person who combines all the personal qualities. Given the strengths and weaknesses of each member of the family, it is advisable to optimally distribute employment, which serves to maximize the role it plays in the production process as well as its personal potential. Coordinating adult experiences with the strengths of the younger generation is also an effective mechanism. In particular, the ability to quickly assimilate and innovate in young people can lead to a non-standardized approach to the problem-solving process.

A "family business" is a small business that is usually organized on the basis of available means in the family and is tasked with being run by one of its members. Therefore, it is this form of entrepreneurship that ensures that women have a worthy place in the business world. Special attention is paid to the study of social psychological factors of family business, individual psychological and social psychological characteristics of the entrepreneur, the full support of family business by society and the state. The development of family business in Uzbekistan, the implementation of research aimed at studying the entrepreneurial tendencies and socio-psychological characteristics of business skills of young people raised in different families is a positive result of the measures taken by our state today.

Therefore, it is necessary to identify a number of factors that contribute to the development of family business in our country, to study the specifics of the individual entrepreneur, to study the socio-psychological aspects of psychological factors that motivate entrepreneurship and related to the family environment. is one of the urgent tasks set by the head of the industry. Indeed, the issues of increasing the effectiveness of economic socialization of children under the direct influence of parents and the correct upbringing of economic thinking, the formation of an active attitude to socio-economic life, their upbringing as entrepreneurs and entrepreneurs show the urgency of today's topic. This means that the "family business" has a positive socio-psychological effect, which helps to strengthen the family only if it is engaged in individual entrepreneurial activity. This effectiveness is especially important for women. Because while a man's involvement in business may have a positive effect on the family's material well-being, it may have a negative effect on the child's upbringing, which is considered a spiritual environment. However, despite the presence of all the psychological factors listed above as a guarantee of success in the "family business", positive results may not be achieved. In most cases, this is due to the fact that the legal provision of the business, which cannot guarantee the same to all members of the family, has not been formed. To study the socio-psychological status of women entrepreneurs in Uzbekistan, to educate their children in the right economic thinking and culture, to educate the next generation to be economically competitive, to form their active attitude to life, to study the specifics of their personal qualities that ensure effective entrepreneurship. it is of practical importance to bring up a businessman, entrepreneur, knowledgeable in the field of management, as well as to teach him not to lose his family status.

One of the most important tasks today is to develop special educational projects and programs for successful entrepreneurship, increase the professional potential of women in business, taking into account national traditions and local labor traditions, increase their professional skills, acquire the necessary knowledge, skills and competencies. Over the past three years, more than 600,000 people and businesses have been provided with soft loans worth more than 15 trillion soums as part of programs aimed at developing family business and employment of youth and women. In order to financially support entrepreneurial initiatives aimed at generating income in 2021, first of all, to systematically continue measures to employ unemployed youth and women in the neighborhoods, to help them start their own businesses: The responsibility for monitoring the targeted use of loans to

citizens included in the "Women's Book", "Youth Book" and "Iron Book" can be provided in cash for the purchase of spare parts and construction materials) in the amount of up to 5 million soums. It is noted that the heads of district (city) mahalla and family support departments, district (city) departments of the Agency for Youth Affairs and sectors, as well as chairmen of mahalla citizens' assemblies will be responsible for this.

It should be noted that the legal framework of family business in our country is defined in a number of normative legal acts. In accordance with Article 53 of the Constitution, the basis of the Uzbek economy, aimed at the development of market relations, is property in various forms. The state guarantees freedom of economic activity, entrepreneurship and labor, equality of all forms of property and equal legal protection, taking into account the supremacy of consumer rights. In addition, Article 7 of the Law on Guarantees of Freedom of Entrepreneurship stipulates that individuals may engage in joint business activities on the basis of the couple's common property in the form of family business without forming a legal entity. According to the law, family businesses can carry out activities in the field of activity, which provide for the payment of a tax or a single land tax for legal entities. The main activities of family businesses are the production and sale of consumer goods, as well as services. The list of activities also includes handicrafts. Maintains financial documents and statistical reports in family businesses, similar to micro and small enterprises. Mutual labor relations between family business participants are regulated by them independently in accordance with labor legislation. The relationship between the family business and the hired workers is carried out by an employment contract established by the labor legislation. Participants in family business can be not only spouses on the basis of property, but also other members of the family who have reached the working age in kinship and marriage, as defined in the Family Code of the Republic of Uzbekistan (Articles 57-59). On December 12, 2020, the draft law "On amendments and additions to the Law of the Republic of Uzbekistan" On guarantees of freedom of entrepreneurial activity "was announced. The draft envisages a new version of the Law "On guarantees of freedom of entrepreneurial activity." It sets out the principles of cooperation between business entities and government agencies in the following areas: compliance with the law; freedom and equality of business entities; property inviolability; healthy competition.

In the draft document, business entities are classified according to the following criteria: a) small business entities: individual entrepreneurs; micro-firms - business entities with an average number of employees of 10 people and an annual net income from the sale of goods (works, services) up to 4 billion soums; small enterprises - business entities with an average number of employees from 11 to 49 people and an annual net income from the sale of goods (works, services) up to 20 billion soums; b) medium business entities (medium enterprises) - business entities with an annual number of employees from 50 to 249 people and an annual net income from the sale of goods (works, services) up to 100 billion soums; c) large business entities (large enterprises) - the number of permanent employees is more than 250 people a year, and the annual net income from the sale of goods (works, services) is more than 100 billion soums.

Business entities are included in the register of business entities if they meet one of these criteria. Determination and re-appointment of the category of business entities is based on the financial and statistical report submitted by the legal entity at the end of the calendar year.

Thus, in order to stimulate the development of family businesses and create favorable conditions for their operation, the bill provides for the following: Independent determination of the charter capital of the enterprise by family business participants in the amount of not less than ten times the minimum wage; Determining the total number of employees on the list, taking into account

family business participants, in accordance with the number of employees established for small enterprises and micro-firms by type of activity, and the number of participants should be at least two; the absence of requirements for the transfer of housing used for production activities in family business (except for housing in apartment buildings) to non-residential premises, except in cases provided by law for certain activities; Exemption from taxation of profits received by family business participants after payment of taxes and other mandatory payments; connection to communal infrastructure facilities and use of utility services (electricity, gas, water supply) at the rates provided for the population.

In addition, according to the list determined by the Cabinet of Ministers of the Republic of Uzbekistan, family businesses are exempt from paying a single tax on income from the sale of handicrafts and applied arts produced by them. In short, the improvement of the legal guarantees of family business in our country in the future will serve not only the development of the family, but also the development of the country.

It will also ensure the gradual involvement of the labor force currently working in the informal sector, including family members who help entrepreneurs without formalizing the employment contract, in the field of formal employment through the creation of sustainable new jobs in family business, especially in rural areas. Thirdly, we need to accelerate the development of family business, home-based work, handicrafts, and horticulture in order to create permanent jobs for women. Based on the above, we consider it appropriate to take the following measures to involve women in small business and private entrepreneurship in the use of their labor: introduction of modern social protection of women; organization of various courses (preferential) and expansion of training centers in order to increase women's literacy in the field of entrepreneurship, to improve their skills; Preferential approaches in supporting women in employment; Carrying out separate research and study of the problems in the system of employment of unemployed women in labor exchanges and on this basis to improve employment services; Strengthening the sense of ownership of individual entrepreneurship in rural areas; Creation of new jobs based on the development of home-based work and the development of modern industries. So, the main reason that motivates women to do business is financial incentives, self-realization and interest in the profession come second. Somehow, the entrepreneurial activism of the majority of women testifies to coercion.

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